



How your boys changed Peaceville

IT was just a quiet little city in the Middle West a few months ago. Let's call it Peaceville, because it was just like dozens of other cities before the war came along and changed them overnight.

In normal times, Peaceville's population was about 10,000. Life ran smoothly and there was plenty of leisure for everybody.

Then came the war. And with it came a camp of 50,000 men at the very outskirts of Peaceville. Soon the soldiers came pouring into town—20,000 at a time—looking for something to do.

Every hotel, every restaurant, every candy store, every movie show, the one small theatre—all these put up the "Standing Room Only" sign. The sidewalks and the streets were packed. The men were on leave, entitled to have a good time, and there was nowhere to go!

A call went out from Peaceville—a call for help. It went to one of these organizations which called in some of the others and shoulder to shoulder they went to work.

And look at Peaceville now!

See the Soldiers' Clubs, the cafeterias, the sanitary barber shops, the information booths, the homes where soldiers are invited to come for dinner, the good theatrical attractions free to men in uniform, the dances where the nicest girls in town can meet the boys upon a wholesome, friendly ground.

See the hostess houses at the camps where the mothers, fathers, sisters and sweethearts can meet their boys in surroundings that seem like home.

See the way the automobile owners give a lift to every man they meet upon the road. Go to entertainments organized and sponsored by the churches and civilian clubs and fraternal societies and public institutions. See how profiteering has been run clear out of Peaceville.

Up and down this country, wherever troops are gathered in the great cantonments, this problem of Peaceville is being met. Even in the biggest cities where a few thousand soldiers more or less hardly seem to make much difference, this work has been and is quietly going on—to find diversion for the men on leave, to open up the great big heart of cities, to organize their hospitality.

This problem of morale begins at home. Right at our doors our fighters must be started right. Morale will hasten victory. Give, to let these organizations help your boy every step of the way from home to battle-line and back again.

Why you should give twice as much as you ever gave before!

THE need is for a sum 70% greater than any gift ever asked for since the war began. The Government has fixed this sum at \$170,500,000.

By giving to these seven organizations all at once, the cost and effort of six additional campaigns is saved.

Unless Americans do give twice as much as ever before, our soldiers and sailors may not enjoy during 1919 their:

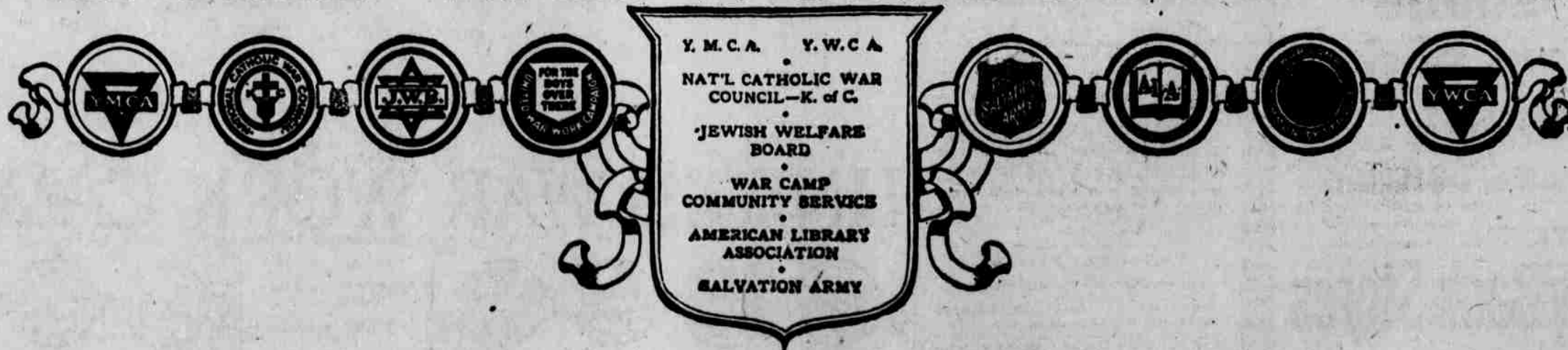
3600 Recreation Buildings
1000 Miles of Movie Film
100 Leading Stage Stars
2000 Athletic Directors
2500 Libraries supplying 5,000,000 books
85 Hostess Houses
15,000 Big-brother "secretaries"
Millions of dollars of home comforts

When you give double, you make sure that every fighter has the cheer and comforts of these seven organizations every step of the way from home to the front and back again. You provide him with a church, a theatre, a cheerful home, a store, a school, a club and an athletic field—and a knowledge that the folks back home are with him, heart and soul!

You have loaned your money to supply their physical needs.

Now give to maintain the Morale that is winning the war!

UNITED WAR WORK CAMPAIGN



This Advertising Paid For By

James Supply Co.
Chattanooga Queensware Co.
Betterton-Wallace Shoe Co.

Cut Rate Shoe Store
Tennessee Stove Works
Ernest Holmes Co.
Fryar Transfer Co.

Atlantic Ice and Coal Co.
Lawless Bros.
Jones Machine Foundry